

RECIPIENT NAME:University of Massachusetts Lowell

AWARD NUMBER: 25-43-B10010

DATE: 10/31/2012

OMB CONTROL NUMBER: 0660-0037

EXPIRATION DATE: 12/31/2013

QUARTERLY PERFORMANCE PROGRESS REPORT FOR SUSTAINABLE BROADBAND ADOPTION

General Information

1. Federal Agency and Organizational Element to Which Report is Submitted Department of Commerce, National Telecommunications and Information Administration	2. Award Identification Number 25-43-B10010	3. DUNS Number 956072490
4. Recipient Organization University of Massachusetts Lowell 600 Suffolk Street, 2nd Floor, Lowell, MA 01854		
5. Current Reporting Period End Date (MM/DD/YYYY) 09-30-2012	6. Is this the last Report of the Award Period? <input type="radio"/> Yes <input checked="" type="radio"/> No	
7. Certification: I certify to the best of my knowledge and belief that this report is correct and complete for performance of activities for the purposes set forth in the award documents.		
7a. Typed or Printed Name and Title of Certifying Official Michelle Holmberg	7c. Telephone (area code, number and extension)	
	7d. Email Address Michelle_Holmberg@uml.edu	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 10-31-2012	

Project Indicators (This Quarter)

1. Please describe significant project accomplishments completed during this quarter (600 words or less).

Since the last quarter we have wrapped up trainings with all of our partner sites, including the senior centers in Lawrence, Salisbury, and Amesbury, the United Teen Equality Center (UTEC) and with Mary Immaculate Health Care. To date 8,958 seniors, unemployed young adults and at-risk teens have been trained for 15,396.18 total training hours.

We have experienced a continued increase in broadband adoption due to our efforts. We have been tracking the increase in subscriptions through our training with participants, outreach, and strengthening the wireless connection in downtown Lowell. We have also been getting the word out about Comcast's Internet Essentials Program, which provides low-cost broadband to families with children in the federal lunch program. In just a few months we have assisted 20 individuals with applying for this program, and we have discussed the program with community partners such as Community Teamwork Inc., Boys and Girls Club, and Elder Services of Merrimack Valley. We expect subscription rates to continue to rise.

At the start of August there was an article in the Daily News, a local online newspaper. This article discussed our partnership with the Amesbury Senior Center, and the impact that our computer trainings have had on the participants in our program.

Our head trainer spent the summer editing and compiling educational materials to be passed along to our community partner sites. She reviewed and edited lesson plans, hand outs, activities, and searched the internet for short instructional videos on selected topics that will be posted on our university webpage. She worked with a bilingual trainer on the project to insure that all materials were in Spanish and in English. All educational materials have been delivered to our partner sites. We are working this next quarter on updating our webpage to include this material.

The summer months were quite busy for our partner sites, and they wanted to focus on wrapping up trainings well, and so we were not able to plan and execute certain outreach activities. However, we are planning to reenter our partner sites for the purposes of outreach and awareness. We are hoping to plan an event with our partner Community Teamwork Inc. that will help low-income families sign up for internet access in their homes via Comcast's Internet Essentials Program. Furthermore, we are planning to participate in a meeting of Mary Immaculate's low-vision support group to give a brief presentation on ways to modify your computer to make it easier to use.

2. Please provide the percent complete for the following key milestones in your project. Write "0" in the Percent Complete column and "N/A" in the Narrative column if your project does not include this activity. If you provided additional milestones in your baseline report, please insert them at the bottom of the table. Figures should be reported cumulatively from award inception to the end of the most recent reporting quarter. Please provide a narrative description if the percent complete is different from the target provided in your baseline plan (300 words or less).

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2.a.	Overall Project	91	
2.b.	Equipment / Supply Purchases	-	Progress reported in Question 4 below
2.c.	Awareness Campaigns	-	Progress reported in Question 4 below
2.d.	Outreach Activities	-	Progress reported in Question 4 below
2.e.	Training Programs	-	Progress reported in Question 4 below
2.f.	Other (please specify):	-	Progress reported in Question 4 below

3. Please describe any challenges or issues faced during this past quarter in achieving planned progress against the project milestones listed above. In particular, please identify any areas or issues where technical assistance from the BTOP program may be useful (600 words or less).

We continue to lag below projected milestone completion rates because the program was not fully launched until the second quarter of 2010. No federal funds were expended in the first quarter of 2010. We expect to fully complete the program by the fourth quarter of 2012.

Successfully wrapping up trainings with our community partner sites took a lot of effort and energy. We wanted to make sure that we would not be leaving them empty-handed. To that end, we worked throughout the summer to edit and finalize training materials to be passed back to our partner sites. Furthermore, we translated these materials into Spanish. We are pleased to report that we successfully wrapped up, and that all of our sites have been left with the finalized versions of materials. However, we did not have a chance to get materials online, which we are now working on for the fourth quarter. Furthermore, we were unable to successfully wrap up with partner sites and plan for additional outreach activities, so we are planning a few presentations for the fourth quarter.

4a. In the chart below, please provide the requested information on your BTOP grant-funded SBA activities. Please also provide a short description of the activity (600 words or less). Figures should be reported cumulatively from award inception to the end of the most recent reporting quarter. Please ensure that the numbers of new household subscribers and business or community anchor institution (CAI) subscribers reflected in the "Total" row represent the unduplicated number of new subscribers that can be attributed to your SBA project as a whole.

Name of the SBA Activity	Location of SBA Activity	Description of Activity (600 words or less)	Size of Target Audience	Actual Number of Participants	New Subscribers: Households	New Subscribers: Businesses and/or CAIs
Training	Partner Sites	Hands-on broadband trainings with a focus on employment skills and health information.	2,311	8,958	2,848	0
Awareness	Greater Merrimack Valley	Public information regarding broadband technology as critical to modern life and discussion of specific benefits a wired life will bring.	206,223	87,379	785	0
Outreach	Greater Merrimack Valley	Public information about UMass Lowell BTOP and specific program offerings.	617,146	141,676	266	0
Other	Downtown Lowell	Installation of wireless routers in downtown Lowell for public access.	1,294	514	514	0
Other	Greater Merrimack Valley	Assisting community members in applying for Comcast's Internet Essentials Program	32	20	20	0
Total:			827,006	238,547	4,433	0

4b. Please describe your method for determining the number of households, businesses, and/or (CAIs) subscribing to broadband as a result of your SBA programs (600 words or less).

From our pre-test surveys we determined that 52% of those surveyed reported that they did not use the internet. Furthermore, 61.2% of our training participants (who we did not physically sign up for a broadband program) reported that due to our trainings they would be "likely" to sign up for broadband. Therefore, we calculated that 61.2% of the 52% or 31.8% of our participants would likely subscribe to broadband as a result of our trainings (8,958 participants x 31.8% = total is 2,848). This percentage is similar to other estimated adoption percentages for similar populations (PEW Research Center, 2009). Please note, that we have administered additional surveys since previous quarters, however the percentages of participants who reported being likely to subscribe to broadband as a result of our trainings was not statistically different from the previously reported percentages, which is why we continue to use the same formula.

Our trainers have also personally assisted individuals in purchasing broadband, and we have counted those individuals as well (8 in total). Trainers have assisted participants by helping them find the right provider, navigating contracts, and even assisting some individuals in set-up and start-up of broadband in their own homes.

In addition, we are able to count the number of people using the wireless routers we installed in downtown Lowell. From this list we determined how many individuals signed onto the system at least twice, and counted these individuals as subscribers (514 in total).

Furthermore, our first public service announcement has been airing on-loop since April 2011, and our second in September 2011. We are confident that at least .75 of those who have viewed the PSAs have subscribed to broadband. Furthermore, we continue our efforts in leaving informational brochures at local libraries. We are confident that at least .75 of individuals who use the public libraries have subscribed to broadband as a result of our efforts. We were also featured as a significant community partner to the Lawrence Senior Center in the bilingual newspaper Rumbo, distributed to the greater Lawrence area. We are confident, given the respect both the Senior Center and Rumbo have in the larger community, that this write-up influenced at least .75 of the population to subscribe to broadband service. The partnership between BTOP and the Amesbury Council on Aging was featured in an article the in the Newburyport newspaper The Daily News. With a daily circulation rate of 9,649 we are confident that at least half of the people receiving this newspaper read this particular article, and around 1% of those individuals are likely to have signed up for broadband as a result of our efforts to promote the benefits of being connected.

In Q3Y2 we held a public forum on broadband and broadband providers, which was taped and aired in November and December on public access in the town of Chelmsford. We are confident that at least 10% of the population of Chelmsford viewed our forum, and as a result 5% of those who viewed our event subscribed to broadband.

We have also been working to get the word out about Comcast's Internet Essentials Program, and also to assist community members in applying for this low-cost internet program. We have fielded questions regarding eligibility and the application process. To date, we have assisted 20 individuals in applying for Comcast's Internet Essentials Program.

4c. Please provide a narrative explanation if the total number of new subscribers is different from the targets provided in your baseline plan (600 words or less).

We are very close to the number of new subscribers we had projected in our baseline plan. While we provide information and technical assistance when possible for participants, we cannot control the cost of broadband, which has been cited in our surveys often as a prohibitive factor in purchasing broadband. We continue our work to install additional wireless routers downtown, but the wireless connection is still limited to a particular area of town, limiting the number of people who are able to access it. Since last quarter we have made progress on outreach in regards to Comcast's Internet Essentials Program, which has resulted in new subscribers. We continue to receive a number of calls from interested households. Furthermore, since we were committed to making the transition out of providing trainings as easy as possible for our providers, our outreach and awareness efforts were curbed to focus our attention on wrapping up strongly with our partner sites. We are planning several outreach and awareness efforts in the coming months.

4d. Please provide the number of households and the number of businesses and CAIs receiving discounted broadband service as result of BTOP funds.

Households: 0	Businesses and CAIs : 0
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Project Indicators (Next Quarter)

1. Please describe significant project accomplishments planned for completion during the next quarter (600 words or less).

We are busy planning for additional outreach and awareness activities for completion during the next quarter. This will include a presentation on ways to improve computer and internet use for low-vision individuals, which will be held early in November at Mary Immaculate Health Services. We are also planning for additional presentations at community partners sites on topics such as mobile broadband use.

2. Please provide the percent complete anticipated for the following key milestones in your project as of the end of the next quarter. Write "0" in the second column if your project does not include this activity. If you provided additional milestones in your baseline report, please insert them at the bottom of the table. Figures should be reported cumulatively from award inception to the end of the next reporting quarter. Please provide a narrative description if the planned percent complete is different from the target provided in your baseline plan (300 words or less).

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2.a.	Overall Project	100	
2.b.	Equipment Purchases	-	Milestone Data Not Required
2.c.	Awareness Campaigns	-	Milestone Data Not Required
2.d.	Outreach Activities	-	Milestone Data Not Required
2.e.	Training Programs	-	Milestone Data Not Required
2.f.	Other (please specify):	-	Milestone Data Not Required

3. Please describe any challenges or issues anticipated during the next quarter that may impact planned progress against the project milestones listed above. In particular, please identify any areas or issues where technical assistance from the BTOP program may be useful (600 words or less).

Now that our trainings have wrapped up we are without the assistnace of BTOP student trainers. However, we have been able to bring back previous trainers to assist us in administering outreach and awareness presentations at partner sites. Also, we are trying to set up dates and times early in the next quarter for presentations before the winter months set in, which have traditionally been slower months for our project.

Sustainable Broadband Adoption Budget Execution Details

Activity Based Expenditures (Sustainable Broadband Adoption)

1. Please provide details below on your total budget, cumulative actual expenditures (for the period ending the current quarter), and cumulative anticipated expenditures (for the period ending next quarter) for each line item, including detailed disbursements of both matching funds and federal funds from project inception through end of this quarter (actual) or next quarter (anticipated). Actual and anticipated figures should be reported cumulatively from award inception to the end of the applicable reporting quarter.

Budget for Entire Project				Actuals from Project Inception through End of Current Reporting Period			Anticipated Actuals from Project Inception through End of Next Reporting Period		
Cost Classification	Total Cost (plan)	Matching Funds (plan)	Federal Funds (plan)	Total Cost	Matching Funds	Federal Funds	Total Costs	Matching Funds	Federal Funds
a. Personnel	\$316,877	\$68,819	\$248,058	\$305,405	\$75,528	\$229,877	\$347,531	\$81,773	\$265,758
b. Fringe Benefits	\$36,813	\$4,252	\$32,560	\$41,268	\$8,033	\$33,235	\$41,222	\$8,318	\$32,904
c. Travel	\$1,050	\$0	\$1,050	\$1,130	\$0	\$1,130	\$1,130	\$0	\$1,130
d. Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
e. Supplies	\$69,300	\$4,400	\$64,900	\$58,801	\$2,475	\$56,326	\$58,801	\$2,475	\$56,326
f. Contractual	\$332,283	\$118,527	\$213,756	\$301,268	\$103,432	\$197,836	\$317,189	\$103,432	\$213,756
g. Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
h. Other	\$11,050	\$0	\$11,050	\$1,500	\$0	\$1,500	\$1,500	\$0	\$1,500
i. Total Direct Charges (sum of a through h)	\$767,373	\$195,998	\$571,374	\$709,372	\$189,468	\$519,904	\$767,373	\$195,998	\$571,374
j. Indirect Charges	\$211,714	\$0	\$211,714	\$176,941	\$0	\$176,941	\$211,714	\$0	\$211,714
k. TOTALS (sum of i and j)	\$979,087	\$195,998	\$783,088	\$886,313	\$189,468	\$696,845	\$979,087	\$195,998	\$783,088

2. Program Income: Please provide the program income you listed in your application budget and actuals to date through the end of the reporting period.

a. Application Budget Program Income: \$0	b. Program Income to Date: \$0
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